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A. E. KUNDERD

THE ORIGINATOR OF THE

RUFFLED AND THE LACINIATED GLADIOLI

Goshen, Indiana,

Season of 1928

Dear Flower Friend:

I feel that I can call you this because when you asked me to send you my Gladiolus catalog two years ago—which I did—that showed that you, too, were interested in Gladioli and that we had at least that much in common.

I have been a little disappointed in not hearing from you. I know you would rejoice in even a few of these most gorgeous and charming of all flowers, Kunderd's Gladioli, and that you are really missing one of a flower lover's biggest treats.

It would make me very happy if the beauties of Kunderd Gladioli could add their stately grace and rainbow coloring to every American garden and to further this hope, I am making a decidedly unusual and attractive offer—in fact, two offers.

In return for \$2.00, I will send you \$5.00 worth of Gladioli made up of 25 bulbs, of my finest Wonder and Glory Mixtures and many of my named varieties, assorted sizes and colors, of my ruffled and plain petaled beauties, not labeled. This collection will be sent to you prepaid and in a neat package.

In return for \$3.25, I will send you \$10.00 worth, if made up from my catalog and sent under label, of my choice Gladioli, made up of 50 bulbs, in assorted sizes and colors—in other words, double the quantity and value of the \$2.00 collection. Prepaid, of course.

I guarantee that one-half the bulbs in either of these two special collections will be one-half inch to one inch in size and the remaining half will be one inch and up.

Furthermore, I positively guarantee that these bulbs will please you in every way. Should the shipment, by any chance, not be 100 per cent satisfactory to you at blooming time, I will send another selection of bulbs to you ABSOLUTELY FREE.

On these offers, I cannot promise to fill orders received after March 15th, or ship more than six each of these special collections to any one customer. On orders received after March 15th the money will, of course, be immediately refunded, if the order cannot be filled.

For your convenience a special order blank is printed on the following page. Just fill in, tear out, and enclose with your remittance and this season you will know all the pleasures that are the special privilege of growers of Kunderd Gladioli.

A. E. Kunderd.

*You Will Find a Great Opportunity
Explained in This Message!*



*For descriptions, prices and cultural directions
send for my 1928 catalog, FREE*

You Can Depend on Getting Strong, Healthy Bulbs from Kunderd



I WISH that you could sit here with me and read the letters which I have received from Gladiolus growers all over the world, from men, women and children who have sent me their orders and who later write to tell me how pleased and satisfied they are. Among the nice things which they say about my Gladioli, you would read, over and over again, in letter after letter, their wonder that my bulbs were so uniformly strong and healthy—and produce such great variety and beauty of form and color. People, it seems, have come to look to me for the latest and best and I try, each year, to make sure of repaying this priceless confidence with better and better gladioli.

This marks my forty-eighth year, since I first became interested in growing Gladioli and my greatest happiness is in the fact that each year I have been able to produce something new and fine and more beautiful varieties—always something in the interest of the flower loving public who have made it possible for me to build this business.

All the medals and prizes that KUNDERD'S GLADIOLI have taken at flower shows are as nothing compared to the admiration and confidence in which they are held by home gardeners the country over.

Make the Children Happy with Gladioli

There is something universally beloved about Gladioli. Children are especially attracted by their delightful bloom and the showy, graceful spikes. To the housewife and busy business man, they bring great pleasure and enjoyment in their gardens.

The tall, stately spikes, each with its many blooms, are ideally adapted for garden planting, either in solid beds or borders—for cut flowers, for home decorations—for bouquets, wreaths, emblems, etc., etc.

In some one or more of the varieties of Kunderd Gladioli may be found every color tone and blend and marking that appears in almost any other flower. The delicate hues of the orchid, the rich deep colorings of the rose, the exquisite markings of the pansy, all these, with others equally bewitching, are represented in blooms of the Gladiolus.

And to this beauty, this versatility and adaptability to various uses, we must add a remarkably long season of bloom and a hardiness which especially endears them to the home gardener.

All these natural traits of the Gladiolus are brought to fullest perfection in Kunderd varieties. To their happy owner comes, in fullest measure, the pride of "the most beautiful garden in the neighborhood."





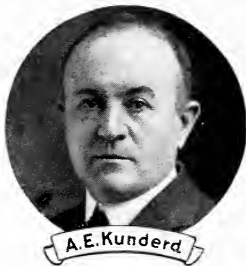
*Grow Gladioli like the above in your own Garden
for landscape, cut blooms and decorative purposes.*

My Guarantee!

ON either or both of my 1928 special offers, if your order is received before March 15th, I guarantee proper and safe arrival. What is more, I guarantee that if at blooming time the bulbs are not satisfactory to you in every way, I will send you another choice collection of bulbs absolutely free!

Remember that these bulbs are only of varieties which have proved worthy to be listed in my catalog. They will be selected to give a fine balance of color, types and length of blooming season.

Your order, on the special order blank, should be received before March 15th, to insure being filled. In case it is received too late, your money will be returned immediately.



A.E. Kunderd



A.E. Kunderd

My Two Remarkable Offers for 1928

Here is a golden opportunity to obtain a fine collection of Kunderd Gladioli in profuse variation of color, which will continue to bloom freely and generously through the flowering season. My two offers are made up in assorted sizes of Gladioli of highest quality, with 48-years of experience with the gladiolus; sure to please and give flower lovers all over the world enjoyment and happy hours in their gardens.

Offer No. 1— 25 bulbs, (value \$5.00) made up of assorted sizes, not labeled, contains my wonderful ruffled and plain petaled beauties of assorted colors, prepaid to you for. **\$2.00**

Offer No. 2— 50 bulbs, (value \$10.00) made up of assorted sizes, not labeled, contains my wonderful ruffled and plain petaled beauties of assorted colors, prepaid to you for. **\$3.25**

My Guarantee—I guarantee to have assorted sizes in the above collections made up as follows: 50% large bulbs in sizes of 1 in. and up.
50% smaller bulbs in sizes of 1/2 in. to 1 inch.

Perhaps a collection of ruffled or plain petaled varieties, grown true to name and sent properly labeled would interest you. If so, ask for my 1928 catalog, now ready to be of help to you. See pages 11, 16, 17, 29, 41 and 48. FREE for the asking. Anyway you are welcome to a copy of my beautiful catalog Free, whether you buy or not.

ORDER BLANK

A. E. KUNDERD, GOSHEN, INDIANA.

Dear Sir:—Please send me.....of offers
No. 1 — No. 2 as described in your letter, for which I am
☐ ☐ enclosing remittance to the amount of

\$.....

NAME.....

STREET OR R.F.D.....P.O. Box.....

CITY.....STATE.....

By placing an X in here ☐ I will send my 1928 catalog FREE



My 1928 Catalog *sent FREE Upon Request*



LIKE a trip through my 60 acre planting, growing at blossom time—that is the way one customer describes my beautiful 88 page catalog of glorious Gladioli. 6 pages in colors—like those on the inside of this letter. Accurate descriptions. A host of other things such as “planting instructions”, “new races”, “new mixtures”, “personal service” and other chapters of absorbing interest. This catalog is sent to you absolutely free and without charge—regardless of whether you place an order or not. Just ask me for it. I want you to have it without fail.

In my 1928 catalog I give you complete details and easily followed instructions for the planting, growth and care of Gladioli.

Grow Gladiolus Successfully

Gladioli are easy to grow and are about the most adaptable of all garden flowers. Nothing else of their class costs so little, or blooms so readily, in most any soil and climate. Their blooming season is long and their color varieties are literally unlimited.

The ease of culture, and their comparative freedom from disease and insect enemies, make the Gladioli, without doubt, the most satisfactory flower to grow, even by the most inexperienced, and no other flower gives so great and so certain returns for the same amount of labor and effort.

The bulbs you buy can be used for years to come and the comparatively few hours devoted to their growing will be considered a “labor of love” by all who cultivate them, because they will be repaid so many times over for the little effort required.



Please Notice—For only 50c, I will send you F. F. Rockwell's recently published book, “The Gladiolus.” I believe this book contains about the most practical information of any on the gladiolus.

